

Remarks

Summary of the Office Action

Claims 1, 2, 6-18, 20-37, 40-43, 45-48, and 50-53 were pending in the application.

Claims 1, 2, 6-18, 20-34, 36, 37, 40-43, 45-48, and 50-53 are rejected under 35 U.S.C. § 102(e) as being anticipated by Srinivasan et al. U.S. Patent No. 6,357,042 (hereinafter "Srinivasan").

Claim 35 is rejected under 35 U.S.C. § 103(a) as being unpatentable over Srinivasan.

Summary Applicants' Reply

Applicants have amended independent claims 1, 6-10, 18, 20-24, 28, 32, 33, 36, 37, 40-43, 45-48, and 50-53 to more particularly define the invention. Support for the amendments can be found, for example, on page 12, lines 19-30 of applicant's specification.\*

Reconsideration of this application in light of the amendments and the following remarks is hereby respectfully requested.

Applicants' Reply to the  
Prior Art Rejections

Claims 1, 2, 6-18, 20-34, 36, 37, 40-43, 45-48, and 50-53 are rejected under 35 U.S.C. § 102(e) as being anticipated by Srinivasan. Claim 35 is rejected under 35 U.S.C. § 103(a) as being unpatentable over Srinivasan.

---

\* The recitation of support for independent claims 1, 18, 32, 36, 37, 43, 48, and 53 is not intended to be exclusive. There may be support found elsewhere in the specification.

Amended independent claims 1 is directed toward a method for providing metadata-selected advertisements. Media containing at least one object is received along with metadata associated with the object and metadata associated with a plurality of advertisements. Upon receipt of a user selection of the displayed object, the metadata associated with the object is processed and compared with the metadata associated with the plurality of advertisements. An advertisement related to the object is then selected from a plurality of advertisements based on the comparison.

Srinivasan refers to a method and apparatus for multiplexing separately-authored metadata for insertion into a video data stream and a personalized and interactive advertisement system. The interactive advertisement system of Srinivasan "enabl[es] personalized video advertisements and data to be authored and delivered . . . to end users based on selected profile information originally provided by the end user." Srinivasan, col. 29, lines 10-14. In some embodiments, instead of sending advertisements directly to a user, an ad engine inserts internet addresses for advertisements into the video stream as metadata. The inserted metadata is then used to "pull the appropriate ad or ads from the appropriate destinations on the Internet." Id., col. 32, lines 22-40.

Applicants' approach for providing metadata-selected advertisements as defined by amended independent claim 1 is fundamentally different than Srinivasan. As specified in applicants' independent claim 1, the metadata associated with the object is compared with metadata associated with a plurality of advertisements in order to select an advertisement related to the object. In contrast, Srinivasan refers to selecting advertisements for

a user based on user profile information, storing the internet addresses for the selected advertisements in metadata, and pulling the advertisements from the internet using internet addresses stored in the metadata. Srinivasan does not select advertisements based on comparing metadata associated with an object and metadata associated with a plurality of advertisements.

Thus, Srinivasan fails to show or suggest selecting an advertisement related to an object from a plurality of advertisements by comparing the metadata associated with the object and the metadata associated with a plurality of advertisements as required by applicants' amended independent claim 1.

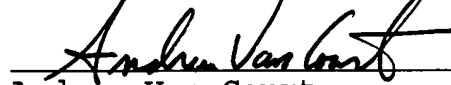
Accordingly, for at least this reason, applicants respectfully submit that the rejection of amended independent claim 1 should be withdrawn. The rejection of amended independent claims 18, 32, 36, 37, 43, 48, and 53 should also be withdrawn for at least the same reason.

Claims 2, 6-17, 20-31, 33-35, 40-42, 45-47, and 50-52 depend from amended independent claims 1, 18, 32, 36, 37, 43, 48, and 53, respectively, and are allowable at least because claims 1, 18, 32, 36, 37, 43, 48, and 53 are allowable.

Conclusion

For at least the reasons set forth above, applicants respectfully submit that this application is in condition for allowance. Reconsideration and prompt allowance of this application are respectfully requested.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Andrew Van Court", is written over a horizontal line.

Andrew Van Court

Reg. No. 48,506

Agent for Applicants

FISH & NEAVE IP GROUP

ROPES & GRAY LLP

Customer No. 1473

1251 Avenue of the Americas

New York, New York 10020-1104

Tel.: (212) 596-9000